Docket No. CAT/36

Declaration and Power of Attorney For Patent Application English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

METHOD AND APPARATUS FOR GENERATING PURCHASE INCENTIVES BASED ON PRICE DIFFERENTIALS

the specification of which

is attached hereto.

(check one)

was filed on U	8/29/97	as United States Application No.	or PCT International
Application Nu	mber 08/924,029	- 	
and was amen	ded on		
		(if applicable)	
I hereby state that including the claim	I have reviewed and ur s, as amended by any	nderstand the contents of the above is amendment referred to above.	dentified specification,
I acknowledge the known to me to be Section 1.56.	duty to disclose to the e material to patentab	United States Patent and Trademark	Office all information Federal Regulations,
Section 365(b) of any PCT International States, listed below patent or inventor	any foreign application ional application which w and have also identi	under Title 35, United States Code, i(s) for patent or inventor's certificate designated at least one country of the box, any ernational application having a filing of	, or Section 365(a) of other than the United foreign application for
Prior Foreign Appli	ication(s)		Priority Not Claimed
(Number)	(Country)	(Day/Month/Year Filed)	
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(Number)	(Country)	(Day/Month/Year Filed)	
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(Application Serial No.)	(Filing Date)	
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(Application Serial No.)	(Filing Date)	
United States or PCT Internationa U.S.C. Section 112, I acknowledg	I application in the manner per the duty to disclose to the	provided by the first paragraph of 35 United States Patent and Trademark
United States or PCT Internationa U.S.C. Section 112, I acknowledg Office all information known to m	I application in the manner pethe duty to disclose to the se to be material to patental ble between the filing date of	provided by the first paragraph of 35 United States Patent and Trademark pility as defined in Title 37, C. F. R.,
United States or PCT Internationa U.S.C. Section 112, I acknowledg Office all information known to m Section 1.56 which became availat	I application in the manner pethe duty to disclose to the se to be material to patental ble between the filing date of	provided by the first paragraph of 35 United States Patent and Trademark pility as defined in Title 37, C. F. R.,
United States or PCT Internationa U.S.C. Section 112, I acknowledge Office all information known to make a section 1.56 which became availate or PCT International filing date of the section 1.56 which became availate or PCT International filing date of the section is the section of the section and the section at the sec	I application in the manner per the duty to disclose to the see to be material to patental ple between the filing date of this application:	

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

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Fourth inventor's signature	Date
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Full name of fifth inventor, if any (none)	
(none)	

(none)				
Fifth inventor's signature	· · · · · · · · · · · · · · · · · · ·	•		Date
Residence			 	
Citlzenship			 	
Post Office Address				

Date

Docket No. 7791-0038-25X

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF:

JOHN ANTHONY GUILIANI ET AL

: GROUP: 2105

SERIAL NUMBER: 08/924,029

: EXAMINER:

FILED: AUGUST 29, 1997

FOR: METHOD AND APPARATUS FOR GENERATING PURCHASE INCENTIVES BASED ON PRICE DIFFERENTIALS

REVOCATION AND NEW APPOINTMENT OF POWER OF ATTORNEY

Assistant Commissioner for Patents Washington, D.C. 20231

Sir:

The undersigned representative of Catalina Marketing International, Inc., owner by virtue of assignment of the above-identified application, hereby revokes any and all previous Powers of Attorney and appoints Norman F. Oblon, Reg. No. 24,618; Marvin J. Spivak, Reg. No. 24,913; C. Irvin McClelland, Reg. No. 21,124; Gregory J. Maier, Reg. No. 25,599; Arthur I. Neustadt, Reg. No. 24,854; Richard D. Kelly, Reg. No. 27,757; James D. Hamilton, Reg. No. 28,421; Eckhard H. Kuesters, Reg. No. 28,870; Robert T. Pous, Reg. No. 29,099; Charles L. Gholz, Reg. No. 26,395; Vincent J. Sunderdick, Reg. No. 29,004; William E. Beaumont, Reg. No. 30,996; Steven B. Kelber, Reg. No. 30,073; Robert F. Gnuse, Reg. No. 27,295; Jean-Paul Lavalleye,

Reg. No. 31,451: Stephen G. Baxter. Reg. No. 32,884: Martin M. Zoltick, Reg. No. 35,745; Robert W. Hahl, Reg. No. 33,893; Richard L. Treanor, Reg. No. 36,379; Steven P. Weihrouch, Reg. No. 32,829; John T. Goolkasian, Reg. No. 26,142; Marc R. Labgold, Reg. No. 34,651; Richard L. Chinn, Reg. No. 34,305; Steven E. Lipman, Reg. No. 30,011; Carl E. Schlier, Reg. No. 34,426; James J. Kulbaski, Reg. No. 34,648; Catherine B. Richardson, Reg. No. 39,007; Richard A. Neifeld, Reg. No. 35,299; J. Derek Mason, Reg. No. 35,270; and Surinder Sachar, Reg. No. 34,423, as Assignee's attorney with full power of substitution and revocation, to prosecute said patent application. receive any Letters Patent and to take any and all other actions with regard to this patent application and any Letters Patent issuing thereon, and request that all correspondence be sent to the firm of OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C. whose Post Office Address is: Fourth Floor, 1755 Jefferson Davis Highway, Arlington, Virginia 22202.

CERTIFICATION UNDER 37 C.F.R. 3.73(b)

I, the undersigned, certify that I am an individual empowered to act on behalf of Catalina Marketing International, Inc., a Delaware corporation, the assignee of the entire right, title and interest of the above-identified application by virtue of an assignment from the inventors. A copy of the Assignment is attached hereto, and said

copy is a true and accurate copy of the Assignment as filed in the U.S. Patent and Trademark Office.

> CATALINA MARKETING INTERNATIONAL, INC.

Date: October 13, 1998

By:

Title: General Counsel and Assistant

Secretary